

STEPHEN BUCKNER: Good afternoon, welcome to the Census Bureau's News Conference today. My name is Stephen Buckner, I'm in the U.S. Census Bureau's Public Information Office. And today, we're going to be announcing the first initial response rates, participation rates, to the 2010 census. We started mailing forms last week, and these are the initial rates.

Each of you should have a press kit. There's also a press kit on line for those of you joining us via our webcast. We will have a question and answer period following the news conference, and we'll be alternating between those people here in the room on the phone and also via the web.

Today, the Census Bureau director, Dr. Robert Groves, will discuss the initial rates and their significance. And part of our take ten challenge where we're encouraging people to exceed their 2000 participation rates from the census. Following Dr. Groves' comments, we will then hear from Craig Silverstein, who is the Director of Technology at Google, as well as a product demonstration from Jesse Friedman, also with Google, featuring Google Earth and some of the rates that they're highlighting on that application.

Bios of the speakers are in the press kits. With that, I'd like to go ahead and start, since we got a little bit of a late start. I'm going to introduce Dr. Robert Groves. Thank you.

DR. ROBERT GROVES: Thank you, Stephen. Thanks for coming, first of all, and for those on the phone. We are in the thick of a massive operation, as all of you know, and I wanted to kind of go through where we are on different steps and then to show you this new set of tools that we have that we're actually really proud of, to make the 2010 census a completely transparent process.

So, I'm going to take you through some of the highlights of where we are and what we're doing, and then also give you the latest details on how we're performing as a society in returning census forms. As of yesterday at about four p.m., our data showed that we have

about 21 million receipts of forms that have been sent back throughout the country. That produces about 16 percent of the households that we expect to find out their responding. This is as of now the day before yesterday. This is a good start, we think, we're proud of this. In a way, all of us should be proud of ourselves because we as a country are responding to this call to simply enumerate ourselves at rates that mean we're off to a pretty good start, we think.

The importance of this phase of the census cannot be underestimated, especially at this time when we're suffering a pretty tough recession, and there are concerns about federal spending. And I need to remind all of us that this simple act of taking ten minutes or so to fill out your questionnaire and mail it back ends up being your own little contribution to reducing the federal deficit. For every one percentage point of households that do that in the country, as a country, we all save \$85 million of taxpayer money. The wonderful thing about the census budget is that we are required, and we would be overjoyed, to return large sums of money because we all return the questionnaire. And amazing figure is if, because of all the things we're doing and because of the spirit of the American public, everyone return the form, we save \$1.5 billion that would go back to the Treasury. So that's my stretch goal for the 2010 census. That would really be neat.

Let me give you a sense of the various operations. Most of us know about the census because we received a form in the mail, but there are a lot of different moving parts. I want to run through the things that we are doing. First, as some of you know-- I'm going to go through five different data collection operations. First, some of you know that we started in remote Alaska where our folks are going to native Alaskan villages and, indeed, doing interviews in person. That operation is about 40 percent complete. It's done in three phases. It looks like it's on schedule. If all goes well, and in Alaska that means if the weather cooperates, by the end of April, we should finish that operation.

Second, the next big one began on the first of March, and that's mainly in rural areas, or areas where postal addresses, normal street addresses, don't permit universal postal

delivery. There, we go and drop off the questionnaire house by house. We've also added areas affected by the gulf coast hurricanes to that operation. That's going along well, we are ahead of schedule on that. We're almost finished. We think we'll be finished this week. We are under budget on that, so we're happy about that one.

The third operation is the one that most people know. We mailed out 120 million forms that were received last week, Monday through Wednesday. And it is those forms that we're watching with baited breath to see how many of them come back. About 13 million of those forms were bilingual forms, Spanish on one side, English on the other. You have that in your press kit. We're proud of this, we targeted areas that were disproportionately Spanish speaking areas. We can't wait to see how effective that outreach to the Hispanic community is.

We sent a variety of reminders and advanced letters. And let me take a minute to talk about that. Before you got the form March 15th through March 17th, you were sent an advanced letter that I signed. I signed 200 million letters. (Laughter) My hand is getting better now. I got tons of emails that said, "How dare you spend our taxpayer money on that advance letter." It's a reasonable reaction in today's economy. So let me tell you why we do that. We've done a lot of studies, and in fact not just at the Census Bureau, but throughout the world, on sending an advanced notification that you're going to ask later for someone to complete a questionnaire. The results are uniform around the world, in every country that I've seen this research done. That little reminder induces people to look forward to the questionnaire. And the general finding is between 5 and 10 percentage points higher response rate with that advance letter. The reminder post card that many of you got yesterday or the day before acts the same way. Every one percentage point, \$85 million of savings, a 5 percentage point, now we're talking about big money, \$500 million. Those reminders, that advance letter, pays for themselves multi-fold. This is the best thing we could do to be good stewards of the taxpayer's money.

So we'll continue doing that. In fact, in some areas that have traditionally low response rates, in the first couple of weeks of April, you're going to get a replacement form because that, again, research has shown over and over again, that that acts to help response rates. So the big operation is what we call in Census Bureau jargon mail out, mail back. Isn't that a clever kind of a phrase, a memorable phrase?

The fourth operation actually began on March 19th. We have to count everyone, so we are enumerating people in what are called transitory locations. These are RV parks, these are circuses, the Barnum & Bailey circuses, in Washington we're counting them. And marinas and campgrounds. This will go on until about April 12th. Our fifth operation is done in areas where it has been shown over and over again that we can't get mail, we can't drop off questionnaires effectively, we need to send people out to visit people at their homes. We're doing this on the Texas-Mexico border where there are settlements that are rapidly changing in their composition. And we will go out and talk to them individually. We're also doing this in upper Maine and in parts of Alaska.

This is kind of the part of the census that's adventurous. Our folks are on horseback in the southwest, and on mules. We're on ATVs and snowmobiles in upper Maine. In the mountains of Alaska, we sometimes take a plane in and then we're on a snowmobile and then for a few miles we're talking on snow shoes. So everything happens in this because we must, as you know, count everyone.

The sixth operation we're going to start, it'll be a three-day operation, March 29th through the 31st, where we will reach out to people who are clients of soup kitchens, shelters, and people who are living in outdoor locations. This is the effort to reach out to the homeless population. This is a serious part of the census, a very difficult part of the census to do perfectly, as you can imagine, but one that we are devoted to. And we begin that at the end of this month.

And then finally on April 1, the measurement of so-called group quarters begins. These are dormitories, assisted living facilities, and others, where we have been reaching out in multiple ways. This was a problem in 2000, these facilities. We've done a lot of different operations to count them better, revisited them multiple times and we are indeed beginning that operation on April 1. So this is where college kids will be counted. Remember parents of college kids, don't count them at your house. If they're living in a dorm, they get counted at the dorm, or on off campus housing.

Now, we got a lot of help. Funny things happen. When you try to measure a population of over 300 million and you do it in multiple ways, everything happens. We've got a lot of ways to get help, if you need help. We have a toll free help line, 866-872-6868, staffed seven days a week, eight a.m. to nine p.m. That's up and running. We've had over 800,000 calls. Hopefully, we have it staffed in a way that you're getting fast response on that. We also have a Spanish call in number, 866-928-2010. And we also have toll free lines for Chinese, Korean, Vietnamese, Russian, and a variety of other questionnaire languages. So you can go to our website, make sure you talk to someone in a language you're comfortable with.

We also have spread throughout the country over 30,000 questionnaire assistance centers, in neighborhood sites. This is a wonderfully cooperative piece of work with the local YMCAs and churches and schools and libraries, and so on. Where if you're having trouble filling out the questionnaire, you can go there for help. And then on our website, we have language assistance guides in 59 different languages. This is the census of multiple languages, I can guarantee.

So that's how you can get help if you haven't gotten a form. If you haven't gotten a form by now, we ask that you wait until about April 12th. There's still some things in the mail stream. After April 12th, that's when pulling the levers to get a form in your hands if you don't have one is the right thing to do.

And then there are various weird things that happen when you measure 300 million people. So we discovered a couple of weeks ago, to our surprise, that a small set of houses in Arkansas received the census of Puerto Rico, in Spanish. How did this happen? Well, it goes back to an operation going on in a printing contractor of ours. We quickly repaired that. I tell you that, not to get worried, but to tell you that there are going to be other things like this. Every census has little bumps. Bumps occur, we can't stop them from happening, working at this scale. The wisdom that we need and the support we need from the American people, I think, is to react to those quickly. So let us now when something weird happens, we'll try to correct it as fast as we can.

We also, as you know, sent out packages, questionnaire packages, with an address that for some people was a surprise to them. Their street address was correct, but their city address was something other than what they think they belong to. This is a common thing in large scale mailing. These are typically suburban areas, small cities, that are very near a large post office. Turns out, it's a little more efficient to use the large post office name. And so the message there that we're trying to get out is the true one. If you got a form at your house, you'll be counted in the geography attached to your house. You'll be counted in the jurisdiction, your jurisdiction of your house gets the benefit of your completed form. Don't worry if it has a strange city name. As long as we got it to the right house, you're okay.

Then we have a few other problems. There are still, in the mountains of the west, roads that are still closed from the snow. We haven't been able to get back there. We're going to get back there as soon as we can. And there are other little areas. We're worried about the flooded areas. We got to most of the flooded areas before the floods hit. The floods are a little better, at least so far than in prior years, but if you're in a flooded area and you've lost your form for one reason or another, stay put, we'll get to you. We know you're there, we'll find you at one of the later operations.

Now, the big story is not that for today. I think the big story is that we are unveiling a wonderful partnership with Google that allows us to report to the American public, to everyone, and indeed the public can go to a website and they will see day to day the percentage of households that have returned their questionnaires. You can see it at the national level, you can see it at the state level, at the county level, at the city level, at the small neighborhood level. We have these things called census tracts that have about 4,000 people. There are about 65 thousand of them. You can see the response rate down to that level.

We think this is really cool. Two days ago, we unveiled this, we started and I'm going to start pointing to these plasmas. For those of you on the phone, you won't be able to see them. We posted the rate which yesterday was 16 percent. You can see it. This is kind of the page that you see initially when you go to 2010census.gov and then hit on participation rates. It's an interactive site. But before we go to the next level, if you pop up here, there are two things you learn immediately. What is what's the national rate, and then what states are ahead. If you look at this plasma, you'll see that it looks like the upper midwest states are ahead. We're not reacting to that yet because turns out we know that this was the area where we hand delivered questionnaires, and they have a head start on the rest of the country. So in a way, they should be ahead because they've had the questionnaires for a few days.

And then you're going to see the top 50 places in the country. That's going to change every day, okay? Four p.m. eastern time, we update this based on yesterday's returns. So what we can do with this, I think, is to kind of drill down. We want to illustrate some of the features of this. And just out of sheer egoism, I chose to look at Ann Arbor, Michigan, as an old Michigander. So let's first look at how Michigan's doing. And you can see the map moving. Michigan is now at 20 percent versus the 16 percent for the country. So all the Michiganders can say, "We're ahead so far." Remember, there are several days left.

And then let's drill into Ann Arbor, my old hometown, and see how Ann Arbor's doing. Well, Ann Arbor's actually behind the state as a whole, it's only 12 percent. So Ann Arbor has to get their act together. And then let's drill into Ann Arbor and let's compare the college area, the university area, which is now at 4 percent, way below the city rate, to where I used to live, right here, which is at 13 percent. Okay, so Ann Arbor was at 12, my little old neighborhood is at 13. I don't know what they're doing. Since I left, the neighborhood went to hell, I think.

But the university area is way behind. This is a very typical problem. What'd I say about group quarters? We start them on April 1 and so the fact that we have low response rates here is not too surprising for us. That illustrates the drill down capability of the system. This is pretty simple. Let's look at a local area, let's look at the D.C. area for a minute. So you're clicking into-- the state of Maryland is at 25. Remember, nationally we're at 16, so Maryland is way ahead. Do we think Maryland is going to stay ahead? I got to tell you something, we have a gigantic processing center in Essex, Maryland. My hunch is this is the early effect of being close to the processing center. We've checked in a whole lot of Maryland forms. I bet that that won't hold up for several weeks.

Virginia is at 23, also ahead of the country as a whole. We can pop into D.C., Eric's typing in D.C. and finding it and we can zoom into D.C. D.C. is at 20 percent, ahead of the country. And we could zoom in further if we wanted to.

So what's the purpose of all this? I think there are two big purposes. One is we want to be transparent. It is the census of all of ours. I mean, it's all of our census, right? It's the people census. Everybody ought to know how we're performing. And it sends another message; these rates are the cumulative effect of a lot of individual decisions, decisions that actually you are making right now. "Should I fill this form out, should I mail it in or not?" The cost, as I said, of the 2010 census is a function of the accumulation of all of those individual decisions. And the quality of the census is, too, related to those

decisions. We're going to follow up people who don't respond, but that's going to cost a lot more money than turning them in.

The second reason we want to do this is that we think that this can foster a competition, a healthy competition, among areas. And I'm happy to note that one of our first pair of competitors is Mayor Slay of St. Louis, and Mayor Funkouser of Kansas City, who have a bet on. They have bet that their city is going to beat the other city in the return rate, in this participation rate. So let's see how they're doing right now. This is how you would do this. You can actually compare two places with this tool. Eric chose to compare St. Louis to Kansas City by entering in a comparison of the two areas. Right now, as of yesterday, they're neck and neck; 16 percent and 15 percent. So watch that competition. We think the competition, the competitive nature of this, if we get people interested in this, could actually lead to higher response rates nationally.

So this is a competition where no one really loses, if you think about it. Even if the city, if one city falls behind the other, the effect is probably an increase in participation over what occurred in 2000. We think there could be a lot of other city pairs; New York and Boston, New York-L. A., Indianapolis versus New Orleans as the revenge of the Super Bowl. There are all sorts of things that could happen, and we hope this does indeed occur.

Now, a couple of caveats. Not every area is going to be represented by this tool well. We will not include the areas where we do interviews directly. This is a useful tool to track the return mailing of questionnaires that were received at the household. It's not very good for other kinds of areas. If you didn't get a questionnaire for one reason or another and you obtain a form through one of our assistance centers, those questionnaires won't be part of this tool. But the vast majority of the population can be tracked through this tool.

One of the neat things is that we have widgets that can be used that can be downloaded to your own website. So the mayor of Kansas City and the mayor of St. Louis can download

a widget to display their return rates, their participation rates every day. It'll update itself every day for their geography. So the city can watch how they're performing. They can even compare themselves to the rival city. And we're hoping this downloads-- pretty simple download-- will basically go to hundreds and thousands of websites around the country.

So let me kind of end by reminding us where we are. We at the Census Bureau have a solemn duty in a nonpartisan, nonpolitical way, to count everyone in the population. This is a duty that we were assigned to perform every ten years. It's a duty that's specified in the Constitution. We take this pretty seriously. We need the help of everyone in the country to make this a successful census, and we ask that you take a small number of minutes out of your day to fill out this form. I think we actually ended up lying unintentionally. I'm getting all sorts of emails that say it doesn't take ten minutes, you're wrong. It only took us about three minutes, or four minutes. So, I apologize for any unintentional overestimation of the burden. But we think it's worth doing and we hope you do it.

We are dependent in this task on over 200,000 partner organizations around the country who are trusted voices in their communities that are getting the word out that this is an important thing to do. It's very important to fill it out and mail it back as your contribution to reducing the federal deficit. And it's a very safe thing to do because of our strong laws of confidentiality.

This little tool you've seen is actually not as cool as the tool that you're going to see in just a few minutes. And I'd like to introduce Craig Silverstein who is the director of technology at Google. And he'll be assisted by Jesse Friedman to show you a Google Earth application that is even glitzier than the thing you just saw up here. So Craig, welcome.

CRAIG SILVERSTEIN: Thank you, Dr. Groves. Google and the Census share a passion for making information available. I'm very fond of the census because I'm a direct beneficiary of this. When I was a struggling grad student, I was doing some research trying to find patterns in large data sets. And it was difficult for me to find large data sets. I eventually got my hands on some old census data, the anonymized (sic) aggregate data that is made publicly available. And I used it for my analysis. I found out all sorts of groundbreaking discoveries, such as the fact that people who walk to work tend to commute shorter distances than those who drive. (Laughter)

The research didn't lead to a career in the firmament of professors, but I did have as a coauthor a fellow grad student named Sergei Brin, and just a few months later we left and started this new company. So, it may be that Sergei joined the product, my papers, because of that census data. You know, good data was very hard to come by. And it may be that I owe the entire rest of my life to the census. So, I'd just like to thank you for that.

But I've taken that kind of appreciation for good data, for making good data available, to people who can do great things with it. To Google, it's really part of Google's philosophy. So I'm really excited to be able to be here with the census today and announce this new layer in Google Earth that tracks and maps the response rates for the census in real time. It's not only making this information available, it's making it useful, which is a key part of Google's philosophy. Maps are an incredibly powerful way to visualize data. You saw some of that already. Communities can look and just get it at a glance, they can see how they're doing compared to others.

Dr. Groves mentioned some of the kinds of competition, some of the ways you can use the data. He left out one important use for this data I just want to bring up, which is helping to fill out your NCAA basketball pool. If you're entering the pool and you're trying to decide which teams can win, there are many methods you can use. Some people use the quality of the team, some people use the quality of the mascots. I believe that the quality of the census data is an equally valid measure. So, Jesse, if you want to join us,

here we are looking at Lexington, Kentucky. And we can see how their response rate is right now. This is in Google Earth, it's zooming all around. It's doing kind of the pretty stuff that Google Earth does. And then you can go from there to Cornell and take a look at what's going on in Ithaca and you can make your decision about who's likely to win that particular basketball game tomorrow night based on their civic pride and their good job in filling out the census data.

Maybe on a more practical level, it can be used to help focus efforts on where you want to try to spend more resources in trying to get the response rates up and to see how different parts of the country are doing. And then obviously after the fact as well, you can use the results that you get from this to help plan the 2020 census. I guess it's never too early to start thinking about that.

So I feel the visualization of this data is going to be immensely powerful for improving the quality of the census both now and in the future. And we're very proud to be working with the census as part of this effort. So Jesse?

JESSE FRIEDMAN: Hello, everyone. My name's Jesse Friedman, I'm a product marketing manager with Google Maps and Google Earth. I just want to show you a little bit more in detail of what we've got going on with this layer and how to keep it plugged into my computer.

So, a big reason of why we worked with the Census Bureau to help build this layer is that we want to make it as easy as possible for people to understand data as it's important to their life. And if someone can come up? Sorry, help me to just keep this in. And Google Maps is a fantastic way of exploring this, as Dr. Groves and Eric showed off. It's a great way to really get in and quickly take a look. But if you want to look a little more intensively or if you, say, want to show something on broadcast, using Google Earth is a really wonderful way because it's a very familiar way of really seeing things overall.

Another great thing is it works within the Google Earth application, as I've shown you, but it also works within a web page. We have this feature called Google Earth plug in that's available to see it within your web page so you don't have to go anywhere else. And anybody can embed this data within your own site. So a newspaper, a local government, anybody can embed it. And the wonderful thing about embedding it is you can actually specify what part of the country it's initially zoomed into. So if you're concerned about a particular geographic area, just make it zoom straight into there.

And I'll just show you how to do that really quickly. Let's just say for the sake of argument that, all right, I live in Brooklyn. I just happened to make the trip down here, so I'll show you. And you notice how to navigate this, you can just kind of drag around and zoom in if you have a mouse. You can use your scroll wheel. It takes a couple of seconds for the data to come up, but you'll see it's there. You can also use these controls up at the top right to zoom in. And you'll notice how it took us a couple of seconds, and that's because we changed levels. We were at the state, and then at the county. Now we're at the city level.

So let's say I wanted to embed this view right here. All I would have to do is click on this link, make the view right, make the size right, and click on, get the link, and I've got some code there. So anybody in media or local government might find this really useful. The other great thing is that since this is linked up to our servers, whenever the data is updated, it'll automatically be updated wherever it's embedded. So you don't have to redo the code every day. Just put it in once and it will continue to go in. It's also clickable, just like it was before, so you can click to see the certain amount of data. New York's got a little catching up to do. I'm pretty confident that we can do it.

I just want to reiterate that we're really happy about this partnership with the Census Bureau. It's been wonderful to share an appreciation of very good data, and also the confidentiality of that data. All of this data that we're using is publicly available on their website, so anybody can go to Census2010.gov and get this data and do what they want.

This is just what we've chosen to make it easy to visualize. So thank you very much. If you have any other questions, I'm here to help you afterwards.

MR. BUCKNER: All right, that concludes our formal presentation. I'm going to ask that the speakers come up so we can do a brief question and answer period. We will be alternating between those of us here in the room and on the phone or on the webcast. So, gentlemen, you can probably just all come up on the podium. Okay, are there any questions here at the Press Club? Yes?

JOHN: Dr. Groves, quick question regarding the data coming in.

MR. BUCKNER: If I could just remind you to state your name and your organization, please? Thank you.

JOHN: My name is John ... (inaudible) with *Newsweek*. The data coming in is just response rates for now. It's not demographic data or any of the other questions?

DR. GROVES: Good point. The numerator of these rates is all of the forms that people have mailed back to our processing center. The denominator of these rates is all the forms we mailed out minus the forms that the post office has told us are undeliverable. Most of those undeliverable forms are vacant houses that we must attempt-- we don't know who's vacant and who's not. So that's a rate that's as close as we can get to the proportion of the households that have returned the form. That's the rate you're going to see every day.

JOHN: But the form also asks for demographic data, age--

DR. GROVES: None of those data are going to be available like this. We're just tracking the reaction of the American public to the request to fill out this form and mail it back. That's all this is. But this is still really cool because we've never done this day by day, neighborhood by neighborhood. That's where the power is, I think.

MR. BUCKNER: Just one moment, please. Are there any questions online, please?

OPERATOR: Our next question comes from Adriana Gomez from the *El Paso Times*.
Ma'am, your line is open.

ADRIANA GOMEZ: Hi, yes. I had a question about the, I guess, the service based enumeration in the colonias. You were talking about census workers going on horseback. Can you elaborate more on that and why that's happening only there in the Texas-Mexico border?

DR. GROVES: Oh, I didn't want to give the impression that this is the operation that we call update enumerate, where we go out, we make sure we have an accurate list of the housing units that are there and then we actually interview people in person. That's not only in the colonias. This is something we're doing right now in remote Alaska. It's something we're doing on American Indian reservations throughout the country. So it's in areas where postal systems of delivery are really quite complicated and the housing and stock may be changing rapidly that we need to do this sort of effort.

ADRIANA GOMEZ: Thank you.

MR. BUCKNER: Great, thank you. We'll go back to the room. Again, name an organization, please, first?

ARMANDO GUZMAN: Yes, Armando Guzman with Azteca Television. There's no way of knowing how the Latino community is returning those questionnaires yet. But we have continuous feedback from many corners of the country. And apparently, a campaign started by some evangelical ministers against answering this questionnaire has really taken a toll and many people are continuously telling us that they are not filling these questionnaires. Do you have a plan B for that?

DR. GROVES: We are tracking the response rates by small areas and we have prior data on the distribution of ethnic subgroups in those areas. We can get a bit of a handle on this, but those are imperfect data. On the positive side, you emphasized the negative side. And on the positive side, the organization of the Hispanic community nationally is unprecedented. The amount of activity that that population has generated on their own accord is something that this country's never seen before with regard to a census. The voices in that community who are saying, "Don't participate in the census," it seems to me at this point are really quite a minority relative to the large volume and the quantity of voices that are saying, "This is a good thing to do as a resident of this country, to participate." All of the benefits of the census can be derived only if there's a fair count of the population.

MR. BUCKNER: Great. Do we have another question on the telephone?

OPERATOR: Our next question comes from Kenneth Crow of the *Albany Times Union*. Sir, your line is open.

KENNETH CROW: Hi. Dr. Groves, looking at the New York state returns, it seems that the urban areas trail the suburban areas, the suburban areas trail the rural areas. Could you address that? Why in these three different areas do we see such different return rates?

DR. GROVES: This is a very common pattern to see central cities have lower return rates than other areas. It's a combination, and this has been true of censuses over many decades, so this is not a surprise. I'd caution us that things are really early right now. We are not looking at these data and believing every contrast today because we know things are going to move around over the next few days. This is real time data that we're all seeing, so they bounce around.

The ingredients of the contrast between urban cooperation on censuses and surveys, too, are multi-fold. It is urban areas that have household compositions that tend to be single person households more than multi-person households. Those are connected to lower cooperation rates. It is those areas that have more rental units, more transiency across housing units. That's connected to lower cooperation rates. It's those areas where ethnic minorities who are non-English speakers in native language are more prevalent. That's connected to lower response rates on English only things. We're trying to attack all of those over our media campaigns and our outreach with partners. But I would expect-- I'm not surprised by that contrast early on. But let's see how it goes over the next few weeks.

MR. BUCKNER: We'll go back here in the room. Are there any questions in the room currently? Jean?

JEAN: Hi, I'm Jean. I'm with the *Wall Street Journal*. And I'm just curious, how long does this go for? How many days are you going to update this, and when is going to be the final?

DR. GROVES: We're going to run this public thing until April 22nd, I believe. April 23rd, sorry. We're asking everyone to return their questionnaires by April 1. We're going to give folks a little more time. We also have to give time for the mail stream to go through. So we're going to cut our activities on April 22nd. And April 23rd will be sort of the last display of these response rates because it is at that point that we begin the next phase of calling on households in a face to face interview situation, which is like a completely different thing to track.

JEAN: And you say that's real time? Is it real time, or is it yesterday's time?

DR. GROVES: Yeah, very good. You're really good. To be very careful in what I say, it's actually the data that we had sort of at one p.m. yesterday that we post at four p.m.

We want to make sure the data are believable, so we do some checks on it. So it is updated once every 24 hours, usually right at four p.m.

JEAN: Okay, thank you.

MR. BUCKNER: So again, we're going to be cutting around April 23rd. The final mail participation rates will be released on the first of May, first, second, third of May. On the telephone, any questions for Google?

OPERATOR: We do have a question. Stephen Morse of mytwocensus.com, your line is open.

STEPHEN MORSE: Hi, there. So, I want to talk about translation services. I contacted some experts at Cornell and MIT and they said the Burmese translations were wrong. And ten years ago, there were not very many Burmese in the United States, so it's very hard to track these people already. I don't know for what other languages there have also been translation errors. And in terms of Google, it seems that the translation company only used Google translate to translate the English forms into other languages. So that's one thing that I'm concerned about.

Another question I have is how much does it cost per person to use airplanes when you're counting people in remote areas? And the third question that I have is I have some reports today that mentally disabled people have been filling out census forms when these people, as you said, should be counted in group quarters enumeration in that operation. So I'm wondering if you can explain why these people may be double counted?

MR. BUCKNER: Okay, so we're going to try to get to one or maybe two of those questions, Steven and then we'll have to talk after the news conference and get you some answers to the other questions. But Director, do you want to tackle one of the--

DR. GROVES: You want to do a little on translation? I can tell you what we do in the translation process and queue you up for the Google translator. Our process of translation involves multiple translations, a resolution, feedback with our advisory committees of particular language groups. In that process, we've picked up a few little things. You mentioned the Burmese translation. These things happen. Some of them are actually a little more subtle than you'd think. Labeling something as an error in translation, as opposed to one possible way that you can translate a word that may have different connotations in the target language is probably a more proper way to talk about these things.

This is the result of our great efforts of going to 59 different languages. We've translated our language assistant guide to 59 different languages. It doesn't surprise me that one or two words in those 59 languages may not be to the liking of everyone who speaks that language, and we try to correct things as fast as we can. We can correct things that are web based documents much more easily than printed documents, as you might imagine. We have printed hundreds and millions of things and we can't pull those back for reprinting now. Maybe at the Google--

MR. SILVERSTEIN: So, I'm very flattered that you should suggest using Google translate in lieu of human translators. The Google translate system is automated. It's based on lots of data, but it's still never going to be-- well, not in the next dozen, maybe hundred, years, it's not going to be nearly as good as a human translator. I think anyone who's depending on Google translate to get the census instructions in their language would be able to get the gist of the instructions, which is great if you can't afford a professional translator. But if you can afford a professional translator, you're going to do better with that.

MR. BUCKNER: And then just one last point on the language form. So if somebody that speaks another language other than English needs assistance on filling out their 2010 census form, Dr. Groves mentioned earlier that you can go on to our 2010 census website

and not only get assistance on how to fill that out in your native language, we also have videos that show you how to do that. And we also have a unique partnership with Comcast, which they have actually provided an on demand service in 59 different languages to view how to fill out your questionnaire. So thank you for that one. We'll take a question here in the room. Okay, we'll go back to the phones.

OPERATOR: Once again, if you would like to ask a question, please press star one.

MR. BUCKNER: Okay, we're going to go ahead and cut it at that point. Thank you very much for joining our news conference today from the web, and also here at the National Press Club. We look forward to meeting with you over the days and weeks to come. And please fill out that questionnaire. Thank you very much.

END OF CONFERENCE